

KSFY-KABY-KPRY
EEO Public File Report
12/1/10-11/30/11

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Hoak Media of Dakota, LLC

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II. Master Recruitment Source List (MRSL)

RS Number	RS Information	Source Entitled to Vacancy Notification ? (Yes/No)	Number of Interviewees Referred by RS over reporting period
1	TVNewsCheck.com NewsCheckMedia LLC PO Box 565 Chatham NJ 07928 973-701-1067	N	
2	Broadcasting & Cable Yuki Sumi 360 Park Avenue South, 14th Floor New York NY 10010 646-746-6949	N	
3	Broadcast Employment Services TVJobs.com Mark Halloway PO Box 4116 Oceanside CA 92052 800-374-0119	N	5
4	Broadcast Engineering Jennifer Schaefer 9800 Metcalf Avenue Overland Park KS 66212 800-896-9939	N	
5	Brown Institute of Broadcasting National Education Campus 1440 Northland Drive Mendota Heights MN 55120-1004 Amber Luckie (651-905-3465) Aluckie-parks@Browncollege.edu	N	
6	Minnesota Broadcasters Association 3033 Excelsior Blvd. Ste. 440 Minneapolis, MN 55416 Phone: (612) 926-8123 Fax: (612) 926-9761	N	
7	Nebraska Broadcasters Association 12020 Shamrock Plz # 200 Omaha, NE 68154-3537 (402) 778-5178	N	
8	KFYR-TV Dick Heidt 200 North 4th Street Bismarck ND 58501 701-255-5757	N	

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9	KMOT-TV Tom Ross 1800 SW 16th Street Minot ND 58701 701-852-4101	N	
10	KQCD-TV Risa Gran 373 21st Street East Dickinson ND 58601 701-483-7777	N	
11	KUMV-TV Debi Burton 602 Main Street Williston ND 58801 701-572-4676	N	
12	KVLY-TV Chris Sehring 1350 21st Ave South Fargo ND 58103 701-237-5211	N	
13	NAB Career Center 1771 N Street NW Washington DC 20036 202-429-5300	N	
14	North Dakota Broadcasters Association Beth Helfrich PO Box 3178 Bismarck ND 58502 701-258-1332	N	
15	Society of Broadcast Engineers Scott Jones 9102 North Meridian Street Suite 150 Indianapolis IN 46260 317-846-9500	N	
16	TelevisionWeek TVweek.com Eric Chasko 6500 Wilshire Boulevard, Suite 2300 Los Angeles CA 90048 323-370-2415	N	
17	Jobsite.Tv 200 N 4th Street Bismarck ND 58501 701-255-5757	N	

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18	MediaLine(Mark Shilstone, Manager) PO Box 51909 Pacific Grove, CA 93950 800-237-8073 medialine@medialine.com	N	
19	KAUZ PO Box 2130 Wichita Falls TX 76307 Kyle Williams, General Manager	N	
20	KSFY (website) 300 N Dakota Ave Ste 100 Sioux Falls SD 57104 Jim Berman, General Manager	N	14
21	KHAS 6475 Osborne Drive W Hastings NE 68901 Ulysses Carlini, General Manager	N	
22	KNOP 8020 North Highway 83 North Platte NE 69101 Lewys Carlini, General Manager	N	
23	KREX 345 Hillcrest Manor Grand Junction CO 81501 Ron Tilery, General Manager	N	
24	South Dakota Broadcasters Association 106 W Capitol Ave # 7 Pierre, SD 57501-2018 (605) 224-1034 www.sdba.com	N	
25	Augustana College 2001 S. Summit Ave. Sioux Falls SD 57104 Human Resources	N	
26	University of Sioux Falls 1101 W. 22nd Street Sioux Falls SD 57104 Human Resources	N	
27	Killian College 300 E. 6th Street Sioux Falls SD 57104 Human Resources	N	
28	Southeast Technical Institute 2320 N. Career Ave. Sioux Falls SD 57104 Human Resources	N	

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29	University of South Dakota 414 E. Clark St. Vermillion SD 57069 Human Resources	N	
30	South Dakota State University PO Box 2201 Brookings SD 57006 Human Resources	N	
31	Dakota Wesleyan University 1200 W. University Ave. Mitchell SD 57301 Human Resources	N	
32	Northern State University 1200 S. Jay St. Aberdeen SD 57401 Human Resources	N	
33	Briar Cliff College 3303 Rebecca St. Sioux City IA 51104 Human Resources	N	
34	Morningside 1501 Morningside Ave. Sioux City IA 51104 Human Resources	N	
35	Multi-Cultural Center 515 N. Main Ave. Sioux Falls SD 57104 Human Resources	N	
36	Mitchell Technical Institute 821 N. Capital St. Mitchell SD 57301 Human Resources	N	
37	Buena Vista University 610 W. 4th Street Storm Lake IA 50588 Human Resources	N	
38	National Press Photographer Association 12334 Stable Pass San Antonio TX 78249 Human Resources www.nppa.org	N	
39	Radio-Television News Directors 1600 K. Street NW Ste 700 Washington DC 20006-2838 Human Resources	N	

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40	National Association of Black Journalists Univ of Maryland Human Resources 8701-A Adelphi Rd Adelphi MD 20783-1716 www.nabj.org	N	
41	National Association of Hispanic Journalists 1000 National Press Bldg Washington DC 20045-2001 Human Resources www.nahj.org	N	
42	Personal Referral	N	8
43	Walk-In	N	
44	Internship	N	1
45	Broadcast Image Group Larry Rickel	N	1
46	Argus Leader Newspaper 200 S. Minnesota Ave Sioux Falls SD 57104	N	5
47	Hoak Media LLC www.hoak.com 500 Crescent Court Ste 220 Dallas TX 75201	N	1
48	KSFY Internal Posting	N	3
49	South Dakota Ad Federation www.sdaf.org	N	
50	MediaRecruiter.com	N	
51	Aberdeen American News	N	
52	National American University 2801 S Kiwanis Ave # 100 Sioux Falls, SD 57105-4293 (605) 334-5430	N	
53	Dakota Staffing 1600 W 12th Street Sioux Falls SD 57104	N	1

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54	Rick Gevers PO Box 577 Zionsville, IN 46077-0577 www.rickgevers.com		
55	Chamberlain-Oacoma Sun		
56	Mitchell Daily Republic		
57	Careerbuilder.com		
58	Media Staffing Network		13
Total Interviewees over a 12 month period			52

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III. Recruitment Initiatives

	Type of Recruitment Initiative	Brief Description of Activity
1	INTERNSHIP PROGRAM	Sports Internship - through SW Minnesota State University in Marshall, MN Multiple News/Journalism Internships *Internship opportunities are offered in the areas of News and Sales, with other areas of responsibility considered on a case-by-case basis. Internships at KSFY are designed to give the student practical, hands-on experiences that they will encounter in the professional workplace. We work with the student and their school to create a flexible schedule and work regimen that is beneficial to all involved.
2	OTHER ACTIVITIES	Job Fair - SW Minnesota State University, Marshall, MN *Attended by Operations Manager Jeff Morlan, this job fair was designed by SMSU to pair students with potential employers in their fields of study. Over 200 students participated, with 31 organizations represented from various areas of business. The Operations Manager is responsible for hiring decisions.
3	Partnership w/ local schools to help teach about careers in media	General Manager and Operations Mgr visited classes at the Sioux Falls School District's CTE Academy (Career & Technical Education) facility on Friday, May 6 th , 2011 and Wednesday 11/16/11. We spoke to a total of approximately 40 students about the practical applications of their training in a broadcast television environment, and explained the various job and career opportunities available at television stations in general, and at KSFY-TV in particular. This will be an ongoing partnership with the school and we have received several applicants for production positions.

need to do 4 over a 2 year period for compliance